**denkmal 2024**

**Europe's Leading Trade Fair for Conservation,**

**Restoration and Old Building Renovation**

**7–9 November 2024**

Leipzig, 25 March 2024

**denkmal Celebrates 30 Years as a Leading European Trade Fair**

**This is where national and international professionals come together. For 30 years, denkmal has been a fixed date in the diary as Europe's leading trade fair for preservation, restoration and old building renovation. From 7–9 November 2024, the anniversary edition of this prestigious trade fair once again promises a comprehensive exhibition, practical workshops and an excellent conference programme.**

"After 30 years of denkmal, we are celebrating a wonderful occasion. We are proud to look back on years of successful expansion and fully intend to continue this positive development in the future" says Markus Geisenberger, Managing Director of Leipziger Messe. The first edition of denkmal in 1994 was already a great success. The final report on the event at the time referred to it as "the first trade fair on this continent that embraces the topics of monument preservation and urban redevelopment in their full complexity with an exhibition and a conference programme." Geisenberger goes on to say that "denkmal has remained faithful to its mission to become the most significant platform in Europe dedicated to preserving cultural heritage. This was only possible thanks to strong partnerships, a well-designed event and a steadily expanding network."

**Topics at the Heart of the Industry**

The world of historic preservation never stands still, so it is vital that Europe's leading trade fair in Leipzig provides an opportunity to talk about current challenges and discuss examples of best practice in order to learn from one another and work on new solutions together. This year's edition of denkmal features five themes that will be presented in more detail in the coming weeks and months. They cover all aspects of cultural heritage and highlight opportunities and perspectives for the future. One featured topic is the protection of cultural heritage in emergencies. This is becoming increasingly relevant due to the many conflicts and catastrophes affecting buildings worldwide. Education on historic monuments and architectural heritage, as well as restoration work on existing buildings, will be central issues at this year's denkmal. Main topics will also include a look at the opportunities that arise from digitisation, robotics and AI in monument preservation and restoration. Climate protection and sustainability with a focus on the efficient use of resources will be defining themes of the trade fair as well.

**Highly Specialised, Innovative and Wide-Ranging**

The denkmal exhibition traditionally covers the entire spectrum of monument preservation, restoration and old building renovation. National and international market leaders as well as restorers and highly specialised artisans attend the event to present their work. Interactive workshops designed to demonstrate skilled trades and restoration allow visitors to experience these companies' work up close. Manufacturers at the exhibition showcase special materials and tools, while renowned institutions presenting their projects and research results look forward to holding interesting conversations. A valuable addition to the programme is the "Lehmbau" trade fair, which will take place for the 20th time as part of denkmal. Interested companies and institutions can benefit from discounted early-bird rates for denkmal until 31 May 2024.

Many high-profile exhibitors have already registered for the anniversary edition of denkmal, including Bennert, CREATON, die Deutsche Stiftung Denkmalschutz, Europäisches Zentrum der Backsteinbaukunst, Glashütte Lamberts, Golem Kunst und Baukeramik, Hasit Trockenmörtel, Hiss Reet, IBIX, IsoHemp, KRAMP & KRAMP, Kremer Pigmente, Paul Lorenz, NÜTHEN Restaurierungen, Rathscheck Schiefer und Dachsysteme, Roberto Weigel, Thomas Hoof, Udi Dämmsysteme, and Zahna Fliesen.

In addition to the exhibition, the main feature of denkmal is the wide-ranging conference programme. This year, more than 200 specialist talks, workshops, seminars, symposia, conferences and panel discussions are guaranteed to ensure denkmal remains the most comprehensive educational event in the industry.

For the first time, the German National Committee for Monument Protection (DNK) will be a patron of denkmal. The DNK has a close connection to this leading trade fair as a long-standing partner and views a presence in Leipzig as a major factor in strengthening its network and making new contacts. The patronage is an excellent step for DNK to take to emphasise its commitment to this strong partnership. Further patrons of denkmal are the Association of Restorers (VDR), the Umbrella Association of Restorers in the Skilled Trades (DRH), and the Association of Monument Conservationist Offices in the Federal States of Germany (VDL).

The media partners of denkmal are the trade journal "Bausubstanz", the Bauverlag media company and romoe, an online network for restoration, art and the preservation of cultural heritage.

**Preservation of Listed Buildings by the Next Generation – The "Messeakademie" Competition**

Four listed buildings in four German states will benefit from an emergency rescue. The 13th edition of the "Messeakademie" national student architecture competition will create new perspectives and offer practical experience for the next generation of heritage conservationists. The competition is organised by Leipziger Messe and the German Foundation for Monument Conservation (DSD) and is open to students of architecture and civil engineering. Once again this year, the State Offices for Monument Preservation in Brandenburg, Saxony, Saxony-Anhalt and Thuringia will be taking part with four impressive historic properties. A prestigious jury of specialists will select the best ten entries for a presentation at denkmal, and the three winners will be announced on the second day of the event.

The "Messeakademie" is not the only ceremony at this leading European trade fair where work and dedication in architecture conservation are honoured. The coveted denkmal gold medals will also be awarded again.

**Denkmal and MUTEC – A Double Trade Fair for the Preservation of Cultural Heritage**

MUTEC, the international trade fair for museum and exhibition technology is scheduled to take place from 7–8 November 2024 at the Leipziger Messe. At MUTEC, national and international companies present a wide range of products and services designed to meet the needs of museums, archives and libraries. This year, a neighbouring exhibition hall will be dedicated exclusively to MUTEC for the first time. Furthermore, the event will last for 2 days at the request of exhibitors.

Together, denkmal and MUTEC form a unique double trade fair that is unparalleled anywhere in Europe, bridges the gap between the two sectors and inspires interdisciplinary dialogue on all aspects of cultural heritage preservation.

**About denkmal**

denkmal, Europe's leading trade fair for conservation, restoration and old building renovation, presents products and services in all areas of repair, inventory, conservation, restoration, renovation and reconstruction. It has been held biannually since 1994 and welcomes the international industry to Leipziger Messe. In addition to the interdisciplinary mix of exhibitors, visitors to the trade fair can expect a high-profile, international conference programme. At denkmal 2022, 351 exhibitors from 12 countries showcased their products and services. The conference programme featured around 200 events catering to an interested audience. The programme is rounded off by the "Lehmbau" trade fair. The 14th edition of the trade fair attracted 12,800 visitors (together with MUTEC). From 7–8 November 2024, the MUTEC International Trade Fair for Museum and Exhibition Technology will be taking place alongside denkmal.

**About the Leipziger Messe**

The Leipziger Messe is one of the ten leading German trade fair companies and one of the top 50 worldwide. It organises events in Leipzig and at various locations all over Germany and abroad. With its five subsidiaries and the Congress Center Leipzig (CCL), Leipziger Messe is a comprehensive service provider covering the entire chain of the events business. It is due to this level of professionalism, that customers and visitors in 2023 voted Leipziger Messe the service champion of the trade fair industry in Germany's largest service ranking for the tenth time in a row. The Leipzig fairgrounds comprise an exhibition area of 111,900 m² and an open-air exhibition area of 70,000 m². Every year, around 270 events take place – from trade fairs, exhibitions and congresses to events – with over 15,300 exhibitors and more than 1.2 million visitors. Leipzig was the first German trade fair company to be certified according to the Green Globe standards. Sustainability is a recurring theme in Leipziger Messe's corporate activities.

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